

## Background

We polled 25,000 active self-storage tenants and asked them to take a survey about their buying and technology preferences as they relate to their self-storage experience. Of the 25,000 sent surveys, 5% responded. Tenants surveyed we're a blended group of tenants with a Nokē smart lock on their unit and tenants without a Nokē smart lock on their unit.

### TOTAL NUMBER OF TENANTS

**25K**




VS



Tenants were asked whether they would rather use a mobile phone/app to open the lock to their unit or use a standard padlock.

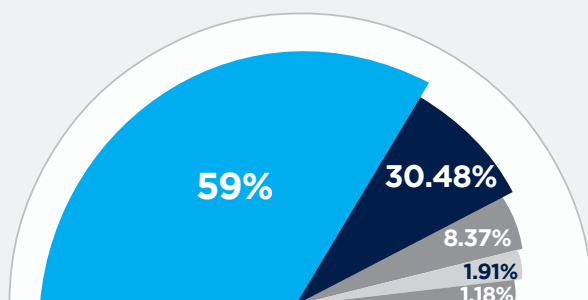
## Demographics

The 25,000 tenants in the sample represent 38 states and 3 Canadian provinces in a mix of market sizes. Participants were texted a survey and we not asked to identify their age, income, or gender.



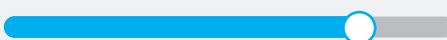
## APP FEEDBACK SURVEY

### HOW EASY OR DIFFICULT WAS IT TO FIND WHAT YOU WERE LOOKING FOR ON THE APP?



**88%**

MOBILE APP EASE OF USE



88% found it Very Easy or Easy to use the Nokē Smart Entry App for Entry and/or Unit Access

PLEASE RANK THE FOLLOWING FEATURES OF THE SMART ENTRY SYSTEM IN ORDER OF IMPORTANCE TO YOU. (FROM MOST IMPORTANT TO LEAST IMPORTANT)



NO PADLOCK KEY  
& NO GATE CODE



DIGITAL  
KEYSHARE

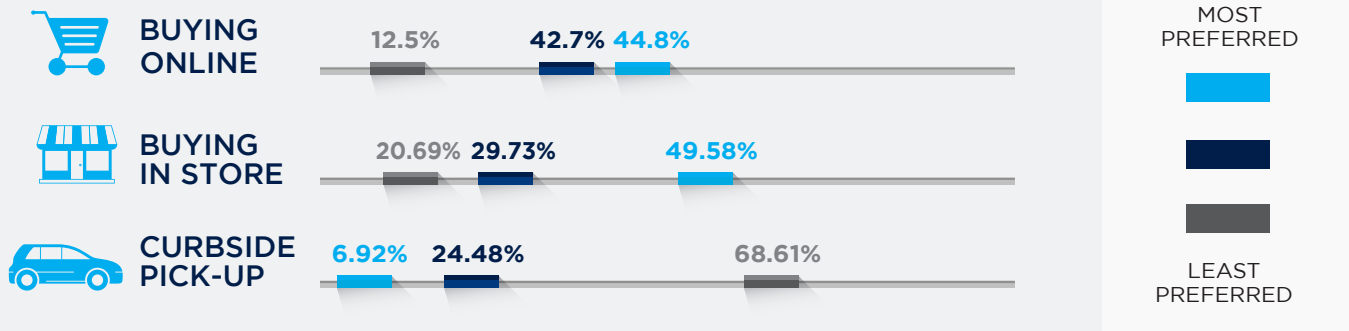


VIEW UNIT  
ACTIVITY



MOTION SENSORS  
INSIDE UNIT

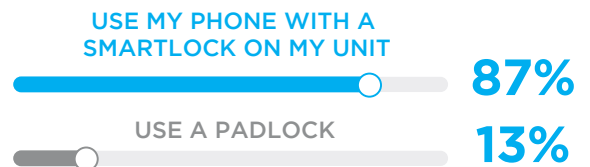
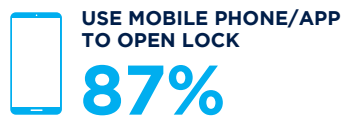
WHEN BUYING A PRODUCT OR SERVICE, I PREFER TO:  
(RANK YOUR ANSWER FROM MOST TO LEAST PREFERRED)



I WOULD RATHER...



VS



RANKING OF SMART ENTRY  
SYSTEM FEATURES



1 NO PADLOCK KEY  
& NO GATE CODE



2 DIGITAL  
KEYSHARE



3 VIEW UNIT  
ACTIVITY



4 MOTION SENSORS  
INSIDE UNIT

## TAKEAWAYS & FINDINGS

Technology allows for a fluid buying experience regardless of platform, either completed on a particular device like a mobile phone or converting to a rental in stages (ie: browsing, call, reservation, to lease). Automation allows the customer to continue through their journey without having to start over/repeat at each engagement, be it online or in-store. This type of technology also means more flexibility for customers. With the right blend of technology enabled, your store hours no longer dictate move-in windows for tenants. All units can be pre-prepped for online rentals given the right pieces of website, e-lease, and smart entry technology are present. Most importantly, **87%** of tenants say they would prefer to use their **phone to access a smart lock** securing their storage unit with only **13%** preferring a **traditional padlock**. That tenant preference is too significant to ignore.